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Spring 1988

# UA68/13/5 AdVenture

WKU Advertising Club

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### Recommended Citation

WKU Advertising Club, "UA68/13/5 AdVenture" (1988). *Student Organizations*. Paper 103.  
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## Top of the Crop Schilling one of nation's best

By Pam Carey

Ad Club President Stephanie Schilling was selected as one of the top ten advertising students in the nation by American Advertising, the magazine of the American Advertising Federation. The article in which Schilling appeared, "Top of the Crop: Advertising's Whiz Kids," was featured in the magazine's March/April edition.

The Educational Services Department of the AAF asked each of the nation's 144 AAF college chapters to nominate one outstanding member. Schilling was nominated by Carolyn Stringer, head of the advertising sequence at Western.

The Scheller, Ill., senior was selected on the basis of academic achievement,

professional experience, community and extracurricular activities and advertising career plans. Schilling shared the honor with students from such universities as Wichita State, Oregon, Middle Tennessee, and Texas Tech.

Schilling has been very active since entering the advertising program at Western. She divided her time in the spring among her duties as Ad Club president, assisting in the graphics lab of the journalism department, and working as director of sales promotion for the 1988 Advertising Campaigns class.

Schilling has also been an assistant copy editor for the WKU Talisman yearbook staff, an advertising sales representative for the College Heights Herald newspaper, and 1987 editor of



the WKU Freshman Record. This past summer, Schilling filled in for vacationing ad staff employees at five Kentucky newspapers owned by Landmark Community Newspapers, Inc.

After graduation in May, Schilling planned to work as an account representative for an advertising agency.

## Scholastic Achiever Knopp awarded scholarship by the AAF

By Pam Carey

Brian Knopp, a junior advertising major, was chosen to receive the 1988 American Advertising Federation Scholarship.

The Radcliff native was awarded the scholarship based on grade point average, involvement in the Western chapter of the AAF, campus activities and community activities. Knopp competed with

other students from District Five of the AAF, which consisted of 22 universities in Kentucky, Ohio and West Virginia.

Knopp took a semester off from classes in the spring to take an intern position in the advertising department of Castner-Knott Company in Nashville, Tenn.

Knopp has been an active promoter of the advertising sequence. He has worked on the staff of ADventure and

made presentations at a journalism workshop at Waggener High School in Louisville this past October. In addition, Knopp has been advertising manager for the College Heights Herald newspaper at Western.

This was the second year in a row that the scholarship has gone to a student from Western. Knopp received the \$1000 scholarship for the 1988-89 school year.



# Sweet Talk

## Campaigns class develops plan for Nestle

By Jennifer Strange

"Sweet talk" was heard every Tuesday and Thursday afternoon throughout the semester in Gordon Wilson. It came from members of the 1988 campaigns class, working on ways to market chocolate candy bars.

Twenty-four students, under the direction of Carolyn Stringer, developed a campaign to enter in the American Advertising Federation's National Student Advertising Competition held in Cincinnati.

The products to be researched and

promoted were Nestle's Alpine White Chocolate Bar, Milk Chocolate Bar and Milk Chocolate with Almonds Bar.

"Candy bars were more interesting because it's a consumer product. It's something everybody can buy," said Stephanie Schilling, a senior from Scheller, Ill., and sales promotion director. "We got to eat them a lot, too."

The class was organized like an advertising agency, with departments for research, media, creative and sales promotion.

Mark Brennan, an Overland Park, Kan., senior and research director, called the class the "most challenging" one he had ever taken. "I've learned more from this than any other. We have to analyze every facet and determine a course of action."

After a target market of adults ages 18-49 was settled upon by the research group, the other departments began working full speed in their areas.

The class was "an exercise in stretching my creativity," Louisville senior Emily Cecil, creative director, said. "It's hard to be creative when you've been working on the same product for so long."

"Ah, Nestle. You say the sweetest things," was chosen as the overall theme



Senior Ed Kenney makes notes on sales promotion for the Nestle campaign. Kenney was also on the presentation team.



Glasgow senior Randy Ward studies media buying information. The competition was held April 28 in Cincinnati.

for the campaign, along with a secondary theme called "The Bar Exam."

Each department worked on its part of the "plans book," a book outlining the whole campaign which was sent to the judges prior to the April competition. The second half of the semester was spent on tryouts for the presentation team, creative execution of commercials, and polishing the final presentation performance.

Hopes were high for this year's campaign, particularly since Western has finished in the top three every year since 1980.

"The grade is not the most important thing in this class," Brennan said. "It's the competition. Everyone wants to be in Cincinnati."

Art director Pam Carey presents a cover design sketch to the creative team. Emily Cecil, center, was creative director.





# Field Day

## Ad students travel to Castner-Knott

By Fred White

Two vans full of coffee, doughnuts, milk, and almost thirty advertising students pulled out of Diddle Lot at 8:00 a.m. on March 30 and headed toward Nashville to experience some of the real world.

The field trip started at the downtown Castner-Knott department store. Talks were given by Advertising Manager Pam Brown and Radcliff junior Brian Knopp, a WKU advertising intern with Castner-Knott.

Next the students toured the advertising department and questioned artists, writers and typesetters. After breaking for lunch, the group headed to the studios of WTVF-TV 5 and then Southern Productions to see where the department store produced its commercials. The students enjoyed a break from classes and even learned a few things about the day-to-day activities of an in-house ad agency.



Rachel Howard, a Whitesville junior, said, "It gave me a better idea of the different job descriptions" in the advertising world.

Southern Productions President Lynn Bennett discusses TV commercials. The company does production for Castner-Knott.

## Setting Standards PACs offer new ideas for ad sequence

By Fred White

New ideas and recommendations for the Advertising sequence were discussed by Western's Professional Advisory Committee for advertising this semester.

Setting a minimum grade point average for advertising majors and putting together a minor program for marketing were the main topics discussed by the professionals, faculty, and the five-member Student Advisory committee.

"Advisory people were in favor of that," Carolyn Stringer, head of the advertising sequence, said.

The committees had two meetings during the spring semester. The first meeting, in February, had only three of the seven professionals in attendance

due to snow. The second meeting was scheduled for May.

Advisory committees were necessary in order for the department to maintain its accreditation.

The advertising Professional Advisory Committee consisted of the following people: Pam Brown, Advertising Manager of Castner-Knott in Nashville, Tenn.; Donald Doninger, President of Doninger and Doninger, Inc. in Louisville; William B. Crawford, Special Projects Manager of WLEX-TV in Lexington; Catherine Young, Manager of Marketing Services of Hampton Inns Corporation in Memphis, Tenn.; Lawrence Paden, Operations Vice President of Landmark Community Newspapers in Shelbyville; Jim Weber, Sales Pro-



Scottsville senior Stanley Whitney watches designer Donna Pritchett prepare an ad. Thirty students visited Castner-Knott.

motion Director of Union Underwear in Bowling Green; and Daryl Knauer, Creative Director of Brewer, Jones and Feldman in Cincinnati, Ohio.



# Freshman Record

## Annual publication profits all involved

**By Lisa Bland**

The sidewalks have been walked and Bowling Green businesses have been called on as the WKU Ad Club prepared for the 1988 publication of the Freshman Record.

For the past few years, the Ad Club has been in charge of the cover design, the introduction and the advertising section of the Freshman Record, a yearbook made especially for freshmen. The annual publication features photos of incoming WKU freshmen, as well as helpful hints and advice for orienting the newcomers to the social and educational aspects of life on the Hill. It has been sponsored by The Interfraternity Council and the Panhellenic Association.

The book was a profit-raising opportunity for Ad Club students, as well as a chance for them to try their hand at sales and creative efforts. The Ad Club received 35 per cent of the total money raised from advertising sales. In addition, each sales representative retained 15 per cent commission of his or her total sales.

The Freshman Record gave advertising students the chance to learn how to sell first-hand. Sunfish freshman Jeff Pendleton, a sales representative, said, "I'm having a blast," and felt it was a great opportunity.

The sales managers, Shepherdsville junior Lisa Bland and Leitchfield junior Jennifer Vincent, organized the sales force which consisted of the following: Pendleton, Leitchfield freshman Bryant Allen, Nashville freshman Brigitte Sparks and Bowling Green junior Andrea Strange.

The cover design will feature the university seal and bright red numbers displaying the year 1988, according to Freshman Record editor Rachel Howard, a junior from Whitesville. "The layout will be basically the same," she said, but she planned to add a student-service directory.

Once again, the Ad Club has had a successful year with the Freshman Record and wishes to extend its gratitude to everyone involved.

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**Bernard O'Sullivan**

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**Paula Rutherford**

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